

**How Matt Colletta
helped Upswing Poker
become the world's
#1 poker training
company with
millions in sales**

Company

Upswing Poker

Upswing Poker is the world's #1 poker training & education company. It was founded in 2015 by professional players Doug Polk, Ryan Fee, and Matt Colletta.

Matt is the President of Upswing Poker and has been in charge of marketing activities such as SEO, PPC, Sales Funnels, Email Marketing, and running business operations.

Challenge

Starting a new training site with a unique vision in a crowded space

Poker's complexity makes it difficult to effectively teach inexperienced players & professionals how to win. As a result the many existing training sites focused their efforts on experienced players, who are more willing to pay for training but are smaller in number.

The existing competition had well-known players and had entrenched themselves in the community over years. Therefore, Upswing Poker needed to find a way to successfully build a brand and earn market share.

Additionally, Upswing needed to convince beginners not only that Upswing is their best option to learn how to win, but that poker is something worth studying at all as many dismiss it as an exclusively luck-based game.

Besides training sites, the poker industry has many large companies that would be heavy competitors for attention on social media and SEO rankings.



MATT COLLETTA



DOUG POLK



RYAN FEE

7-Figures

in 2020 revenue

6,000+ Members

in subscription program

Industry

Poker Training

Location

USA (Global)

Services Provided

Content Marketing Strategy and Execution

“ Without the concepts I learned from Upswing Poker, I doubt I would have made a deep run in the World Series of Poker Main Event.”



DAN OTT

Won \$4,700,000 in 2017 after taking an Upswing Poker course

Solution

Smart Sales Funnel, Aggressive Content Marketing

First, the Upswing team invested heavily into a comprehensive content marketing strategy to make Upswing a trusted name for strategy and to more easily onboard potential members.

To effectively do so, Upswing developed best in class articles that rank for keywords with high business value and shareable video content. The quality of the content combined with effective messaging made Upswing appealing to beginners while not chasing away experienced players.

From there, Upswing put into place a Facebook advertising sales funnel and infrastructure build out that delivered traffic, leads, and customers with a positive return on ad spend.

Finally, the growing library of content was used to create email marketing automations for prospects and customers at all stages of the funnel.

Result

The Leader in the Space by Every Crucial Metric

Matt’s leadership, vision, marketing strategies and execution (with the help of a talented & hard working team) has propelled Upswing Poker to the industry leader.

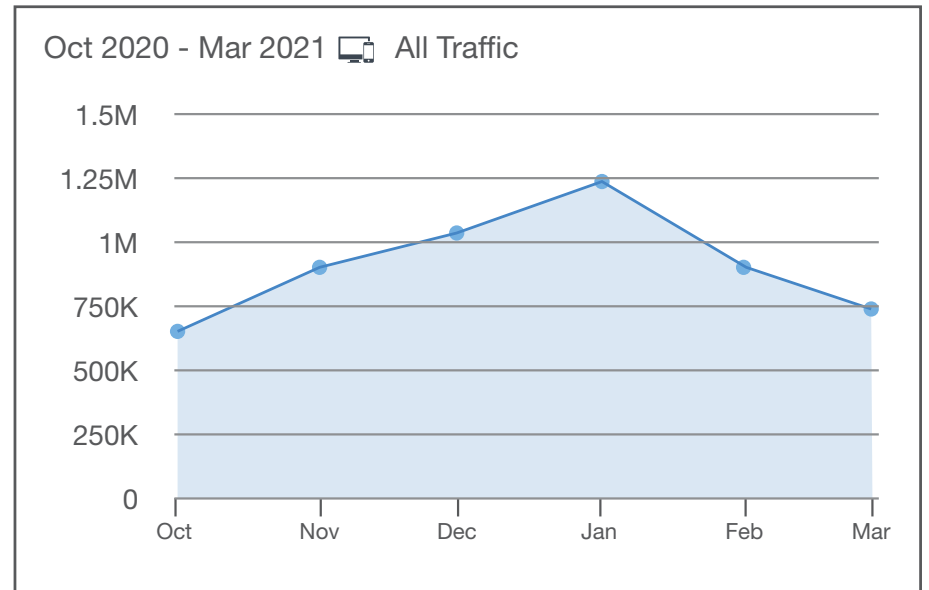
Upswing Poker’s membership program has a high retention rate with over 6,000 members. The company did over \$3.8 million in revenue in 2020. Members have come out on top as well, with multiple having earned more than \$1,000,000 from playing poker since joining.

Members range from complete beginners who are learning the rules to world-class poker champions.

Statistics

Over \$15 Million in Sales from 2017-2020

Visits Over Time



Global Rank

 **#78,849**

Worldwide

Country Rank

 **#40,705**

United States

Category Rank

 **#32**

Gambling > Poker

Bounce Rate

 **60.78%**

Pages per Visit

 **2.70**

Monthly Visits

 **730.00K**

Avg. Visit Duration

 **00:03:17**

Statistics

Ahrefs Rank
310,584

UR: 46

DR: 58

Backlinks

59K

Recent: 87.3K

Historical: 1.66M

Referring Domains

2.04K

Recent: 2.43K

Historical: 4.99K

Organic Keywords

48.2K

PPC: 23

Organic Traffic

98.9K

Traffic Value

\$137K

PPC: \$307

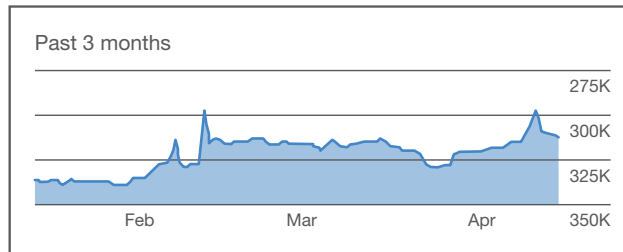
Ahrefs Rank

Today 310,584 ↓ 2,046

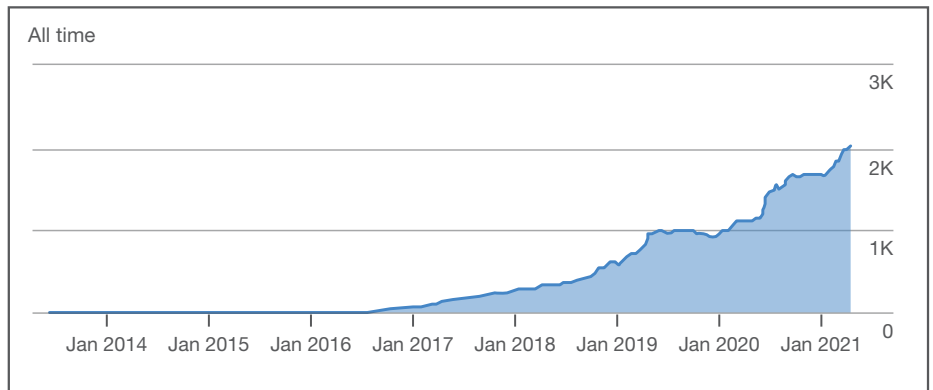
avg. 7 days 306,768 ↑ 9,105

avg. 1 month 316,345 ↓ 3,196

avg. 3 months 320,272 ↑ 14,485



Referring Domains



**Your marketing
strategy needs **heat.****

Email mattcolletta@gmail.com
for a free SEO consultation.